

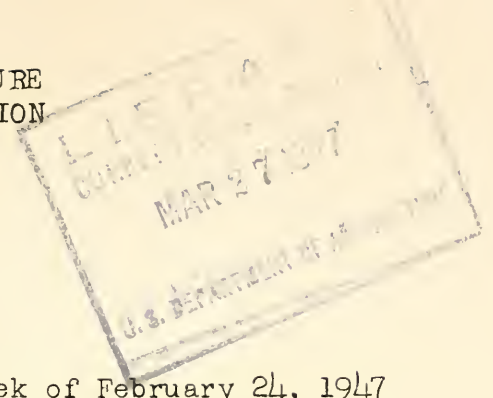
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UNITED STATES DEPARTMENT OF AGRICULTURE  
PRODUCTION AND MARKETING ADMINISTRATION  
Information Service  
150 Broadway  
New York 7, New York



Y O U R      F A M I L Y ' S      F O O D

For the Week of February 24, 1947

( Topics of the Week:

No Potato Customers  
March Plentifuls  
Egg Cartons Scarce  
Northeast Plentifuls

ANNOUNCER:     ...YOUR FAMILY'S FOOD...a public service broadcast presented by  
Station \_\_\_, in cooperation with the United States Department of  
Agriculture. These programs are designed to keep homemakers  
informed on factors affecting the daily food supply. Our studio  
guest today is \_\_\_\_\_, representing the Production  
and Marketing Administration office in \_\_\_\_\_. There you have  
it, \_\_\_\_\_...all you need do now is give us the low-down on  
the family food picture.

PMA:             Just like that, eh? Well, as a matter of fact, \_\_\_\_\_, I do  
intend to talk about the foods we can expect to sustain us through  
the ides of March .

ANNOUNCER:     Never mind the ides...you'll have to dish up plenty of nourishment  
to keep us going through that income tax session on the 15th.

PMA:             Anything you say. We may get side-tracked a little, though, because  
among the items expected to be abundant during March, we find spuds  
from last fall's crop competing with "new" potatoes from the far  
South.

ANNOUNCER:     Ch-oh. But how will that "side-track" us?

THE UNIVERSITY OF CHICAGO  
DEPARTMENT OF CHEMISTRY  
RESEARCH REPORT  
NO. 10,000

THE CHEMISTRY OF THE CARBON DIOXIDE SYSTEM

BY J. H. VAN VAN NEST

RECEIVED  
JAN 10 1950

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PMA: Well, potatoes make us think of surpluses, and surpluses make me, at least, think of the query we hear so often: "Why don't we send all those potatoes to feed the starving nations abroad?"

ANNOUNCER: Yes, that does seem to be one of the big question marks of the day. Do you have the answer?

PMA: Yes, I have. I've made a few notes on some of the things that were done to use up the potato surplus. In fact, the Department of Agriculture is still working on the problem, and just last week announced an export subsidy program to try and move potatoes abroad through private exporters.

ANNOUNCER: But that wasn't the first attempt to get them overseas, was it?

PMA: Not by a long shot, \_\_\_\_\_. But let me review briefly just what has been and is being tried. First off, we start with a record surplus of about 95 million bushels of potatoes...that's nearly 100 million bushels over and above our traditional needs.

ANNOUNCER: Hey! What are "traditional needs"?

PMA: Excuse me. I was just trying to find some term that would include all the ways we normally use potatoes...in domestic markets, exported, or processed into starch and other things.

ANNOUNCER: That's better. All right, then, what you've said is that we have plenty of spuds for everyone who ever used 'em...and 95 million bushels besides.

PMA: That's right. So you see, the problem was to find new uses for these extra potatoes.



ANNOUNCER: No easy thing, admittedly. Except that there were all those starving people over there, whom we could assume would welcome potatoes in any form.

PMA: Yes...but the potatoes were over here...and that's where the difficulty started.

ANNOUNCER: Seems like a comparatively simple matter to ship 'em over.

PMA: That's what lots of people think. But judge for yourself. Our Government bought quantities of potatoes at the support price of about \$2.20 per hundredweight. That, of course, was in accordance with the promise made during the war to assure farmers 90 percent of parity. Well, in an effort...

ANNOUNCER: ( INTERRUPTING ) ...Hold on, now. Before we go any further, \_\_\_\_\_, I think we ought to say a little bit about the price support program. Many of our listeners, especially the farm people, know all about it, but lots of us still don't understand why the Government guaranteed farmers a market for most of their produce at 90 percent of the parity price during the war.

PMA: And for two years after the end of the war. I don't want to go into all the background of the price support program, \_\_\_\_\_, because that would take more time than we have today. But I think the most obvious and important reason for price insurance to farmers was simply to guarantee consistent, high-level production of the foods we needed during the war and right after the war. Price guarantees prevented price collapses that might have resulted from surplus production. They also prevented the high prices that would have followed if farmers had not produced enough to meet our needs.



ANNOUNCER: Price supports, then, were a means of protecting consumers against short supplies and high prices as well as protecting farmers against surplus supplies and low prices. Right?

PMA: That's it in a nutshell. But I could talk about that for hours. Let's get along to some of the measures taken to get surplus potatoes to the people in other countries. First of all, potatoes were offered to the Army, to foreign governments, and to international agencies -- to be used in relief feeding -- at a price of four cents a hundredweight on a "first come, first served" basis.

ANNOUNCER: Wow! Four cents a hundred pounds. That's almost giving them away. But what happened? I should think there'd have been a mad rush for the spuds.

PMA: Considering the price, relatively little interest has been shown in this offer to date...it's still standing, you know.

ANNOUNCER: I can't understand it.

PMA: Well, the main reasons other governments didn't swoop down on our potato pile were the perishability of spuds, the high shipping costs, and the low food value per pound of fresh potatoes compared with grain. Then, too, inspection laws and certain import restrictions in foreign countries hamper our export of fresh produce. So far, five million bushels have been exported or are awaiting shipment to Belgium, Italy, Spain, France, and Portugal.

ANNOUNCER: Okay...but if there are so many problems and expenses involved in shipping fresh potatoes, couldn't they dehydrate them or something?

PMA: I knew you'd get to that. No...no one is willing to pay from 15

((MORE))



PMA:  
(Continued)

to 20 cents a pound for dehydrating these spuds, when they can purchase wheat flour at 5 to 6 cents a pound. Here's a good illustration of some of the cost differences: it's been figured out that fresh potatoes donated free at a port in this country cost more than flour purchased at 6 cents a pound, on the basis of food value per unit when delivered to Europe.

ANNOUNCER: Hm-m-m. But if these potatoes are just going to rot, why doesn't the Department of Agriculture pay shipping cost to get them overseas?

PMA: You're getting outside the Department of Agriculture now, \_\_\_\_\_. You see, the Department has no funds to be used directly for foreign relief feeding. The price support money can be used to buy the potatoes as required, and then to dispose of them outside of regular markets in any way possible. Offering them practically free is as far as the Department can go.

ANNOUNCER: I see...and as you've already pointed out, any groups or agencies that do have funds for relief feeding can't afford the high cost of handling spuds.

PMA: I'd like to add, too, that not only are potatoes expensive to handle and ship, but many foreign countries -- and probably the very ones that need them most -- just don't have storage and handling facilities for perishable goods.

ANNOUNCER: When we first started, you mentioned something about an export subsidy on spuds. What does that mean?

PMA: I can't really say, yet. Essentially, it's one more attempt to move some of our surplus...only this time private firms are being

((MCRE))



PMA:  
(Continued) urged to find a spot for the spuds. The subsidy, of course, will enable exporters to meet world market prices for potatoes, despite the heavy shipping costs they'll have to pay.

ANNOUNCER: But it all sounds as if the potato market is pretty well saturated.

PMA: I saw an interesting statement on that the other day. Someone figured out that if everyone in the United States had eaten one more ounce of potatoes each day for the past few months, about 70 million bushels of our surplus would have been used up here at home. But now, I think we'd better get back to the main track of our discussion.

ANNOUNCER: All right. I guess it's safe to assume that potatoes will be plentiful during March. What other foods have we for the windy month?

PMA: Got a new one for you...eggs. Another local product, too. We produce lots of 'em here in the Northeast.

ANNOUNCER: That's good news for Lent. Personally, though, I'm fussy about eggs -- just won't eat 'em unless they're soft-boiled, hard-boiled, fried, scrambled, poached, omeletted, in salads, or in milk shakes.

PMA: You forgot to mention eggs baked, creamed, shirred, souffled, creoled, and in custards.

ANNOUNCER: Okay, you win. Anyway, it proves that eggs are versatile.

PMA: Unfortunately, they're not versatile enough to be handled without care. And right now, a shortage of egg cartons is adding to the troubles of egg retailers. With the increase in egg supplies during the next few weeks, it might be wise for consumers to save a few cartons and bring them back for a refill.



ANNOUNCER: I suppose the scarcity is one result of the general paper shortage.

PMA: Yes...and then, too, retail people say that a larger percentage of our egg supply is being packed in small cartons than during the war.

ANNOUNCER: I guess eggs have always been a problem. Too bad someone doesn't invent a plastic egg-shell.

PMA: Then I suppose you'd want to use atomic energy to get the egg out. But you're right about the egg-handling situation. In fact, just this month there was a meeting in Washington between Department of Agriculture specialists and industry leaders. There were representatives of egg case makers, shippers, producers, and railroads -- all seeking to cut down egg losses during shipment.

ANNOUNCER: Are losses very high?

PMA: I'll say. They run to about 10 million dollars every year.

ANNOUNCER: Whew! Quite a few eggs that don't get eaten.

PMA: The Poultry Branch of the Department told the meeting about a two-year study they've just completed. It revealed that most of the trouble comes from what they term "mass damage". That means damage to large lots of eggs in transit, caused by rough switching operations in railroad yards, improper car-loading and so on. Even the method of packing eggs sometimes causes breakage, despite all the fillers and padding they use.

ANNOUNCER: What are they going to do about it?

PMA: A variety of things. One industry committee is going to turn its attention to the railroads, and work out a program for cutting down losses there. Another group will conduct an educational program,  
(MORE)



- PMA:  
(Continued) to explain and urge correct packing, handling, storage, and shipping methods. And manufacturers of egg cases will experiment on sturdier, standardized containers. But I see we're off the track again, \_\_\_\_.
- ANNOUNCER: Golly, so we are. All right, back to the main line, and March plentiful. So far we have potatoes and eggs.
- PMA: Let's stay in the poultry business for a bit. Especially since "spring chickens" and large tom turkeys will still be in good supply.
- ANNOUNCER: More local products?
- PMA: The chickens certainly are. Those expected to be plentiful are the commercial broilers and fryers from Delaware, Maryland, and Virginia. The turkeys aren't quite so local, although the Northeast raises its share, all right.
- ANNOUNCER: Let's see now. These so-called broilers are young chickens weighing up to about  $3\frac{1}{2}$  or 4 pounds, aren't they?
- PMA: Yes. "Broiler" is a market term, and doesn't mean that they must be cooked that way. They're tender, juicy chickens, and make good eating however you cook 'em.
- ANNOUNCER: On the other hand, tom turkeys are about as big a piece of poultry as you can get.
- PMA: That's it. And of course, their size is against 'em, since most families have trouble eating their way through a 20-pound bird. But tom turkeys are relatively low priced and, pound-for-pound, represent a very good buy for those who can use one...or a half of one.
- ANNOUNCER: What other foods will be plentiful during March?



PMA: Citrus fruits are still listed. Of course, the recent freeze they had down South may affect fresh supplies a little. But there's still a record pack of canned orange and grapefruit juice, and grapefruit segments. Another plentiful item for March is spinach in all forms--fresh, frozen, and canned. And we in the East are lucky, because kale also should be in pretty good supply here.

ANNOUNCER: Nothing like a little variety. Any more?

PMA: One final food...protein-filled peanut butter.

ANNOUNCER: Now let's see if I have all those straight. Potatoes, citrus fruit, spinach, peanut butter, eggs, broilers, and large turkeys will be plentiful throughout next month. And that means pretty much throughout the country, doesn't it?

PMA: That's right, \_\_\_\_\_. And now I see I'll have to get right along to the foods in good supply this week at our own Northeastern markets.

ANNOUNCER: Yes...and I warn you...there's no time for any more of your side-tracks!

PMA: I'll be good. All the foods we've been talking about are included on this week's plentiful list. Then there are the winter root crops --carrots, turnips, parsnips, and in some areas beets are also in good supply. To the greens, you might add collards. Then the cabbage family, including cauliflower and broccoli, can be found in most markets. And, of course, apples are still plentiful. There, how's that?

ANNOUNCER: Fine, \_\_\_\_\_, and thanks very much for bringing us this session on YOUR FAMILY'S FOOD. Friends, you've been listening to \_\_\_\_\_ of the Production and Marketing Administration office in \_\_\_\_\_.

